PASEO DE LA REFORMA 322 - 2o. PISO

VIP
RADIO / 1560 Kc.

MEXICO 6, D. F. TELS. 5-14-40-00 Y 5-14-45-42

November 17, 1976

MR. RON B. SCHILLER
7657 La Bolsa Drive
Dallas, Texas 75248

Dear Mr. Schiller:

Thank you for letting us know that you heard our station in Dallas, Texas. Yes, we did transmit as you stated in your letter.

We are a Mexican owned station. Our call letters are -- X.E.V.I.P., we transmit at the A.M. frequency of 1560 at 10 K.W. We broadcast 18 hours a day and have a direct telephone line with CBS in New York, carrying all the CBS programs since we are an offcial CBS affiliate. Our --- audience amounts to some 400,000 people composed of ---- bilingual Mexicans, Americans, Canadians, Australians, English and European residents.

From time to time, about once a month, we receive letters from people letting us know that they heard us. The most interesting letter to date is from a Mr. Svenn Martinsen in Norway, who along with the letter sent us a tape on which he taped Radio VIP, and indeed the jingles I heard were some of our older ones.

We sincerely appreciate your letter and hope this letter and the attached programming sheet is to your liking.

Regards,

Kathryn R. Loretta

KATHRYN M. LORETTA
Radio VIP

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PROGRAMACION
X.E.V.I.P.

6:00	MUSIC
6:58	MORNING NEWS ROOM
7:00	CBS NEWS
7:08	FIRST LINE REPORT
7:16	FOREIGN TRADE
7:25	MEXICO THIS MORNING
7:32	WORLD NEWS ROUND UP
7:52	SPORTS INTERNATIONAL
8:00	CBS NEWS
8:08	EARL NIGHTINGALE
8:16	TODAY IN MEXICO
8:32	CBS NEWS
8:40	BUSINESS REPORT
8:46	NEWS BREAK
8:53	LATIN AMERICAN WIRE
9:00	CBS NEWS
9:08	VIP NEWS AND SPORTS
9:24	SALIDA NEWS ROOM
10:00	CBS NEWS
10:10	MUSIC
10:30	DECORATORS CORNER
11:00	CBS NEWS
11:07	RESUMEN DE NOTICIAS EN ESPAÑOL
11:30	SWAP SHOP
13:00	CBS NEWS
13:28	MIDDAY NEWS ROOM
13:30	CBS NEWS
13:38	PAPER CLIPS
13:45	MIDDAY NATIONAL SCENE
14:00	CBS NEWS
14:08	SHOW
14:11	LAMONT
14:16	BUSINESS NEWS
14:20	SALIDA MIDDAY NEWS ROOM
14:30	MUSIC
15:00	CBS NEWS
15:08	MUSIC
16:00	CBS NEWS
16:08	MUSIC
17:00	CBS NEWS
17:08	MUSIC
	17:58
18:00	CBS NEWS
18:10	SPORTS TIME
18:15	EVENING NATIONAL SCENE
18:27	TODAY IN BUSINESS
18:33	INTERNATIONAL REPORT
18:38	NIGHTINGALE
18:45	WALTER CRONKITE
18:52	STOCK MARKET
19:00	THE WORLD TONIGHT
19:14	INTERNATIONAL REPORT
19:19	TONIGHT IN MEXICO
19:31	WORLD WIDE SPORTS
19:41	LATIN AMERICAN WIRE
19:46	NEWS WITNESS
19:54	NEWS BREAK
20:00	CBS NEWS
20:15	PROGRAMAS BBC, AUSTRALIA, CANADA, ONU, SUECIA
20:47	RESUMEN DE NOTICIAS EN ESPAÑOL
20:50	GOODNEWS
21:00	CBS NEWS
21:07	MUSIC
22:00	CBS NEWS
22:07	MUSIC
23:00	CBS NEWS
24:00	CBS NEWS
24:06	SIGN-OFF

10,000 Watts.
1,560 Kcs.
'kml